

ABSTRACT

Method and apparatus are disclosed which permit customization of a marketing campaign system. Client-side plug-in components and server-side plug-in components are provided. The server-side plug-in component and the client-side plug-in component may
5 collaborate. This may be done by operating the server-side plug-in component in response to data input using the client-side plug-in component. Communication may be performed using persistent properties.

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